

JOB DESCRIPTION



Job ID: OPS|OPS-COM|COMOFF-01|SC|21

OPENING FOR: COMMUNICATION OFFICER

NAME OF THE PROGRAM: CENTRAL OPERATIONS

ROLE REPORTS TO: MANAGER COMMUNICATION

JOB LOCATION: SANTACRUZ

ABOUT SNEHA

A secular, Mumbai-based non-profit organisation, SNEHA believes that investing in women's health is essential to building viable urban communities. SNEHA targets four large public health areas: Maternal and Newborn Health, Child Health and Nutrition, Sexual and Reproductive Health and Prevention of Violence against Women and Children.

Our approach is two-pronged: it recognises that in order to improve urban health standards, our initiatives must target both care seekers and care providers. We work at the community level to empower women and slum communities to be catalysts of change in their own right and collaborate with existing public health systems and health care providers to create sustainable improvements in urban health

PURPOSE OF THE ROLE

The Communications Officer will support the Communications Manager to help ideate and implement the communications strategy for SNEHA and to advance the organization's goals.

THE PROFILE

RESPONSIBILITIES (DAY TO DAY ACTIVITIES)

- Assist in implementing SNEHA's communication tasks and support SNEHA's communications team members
- Coordinate with programme teams to maintain a case stories, podcasts and photographs and videos bank that may be used for SNEHA's fundraising or social media campaigns and create an on-going data bank of stories, photos and videos, including podcasts of our work & stakeholder testimonials
- Keep updating a data base on communication stakeholders i.e media contacts, photographers, film producers, website designers etc so that we can obtain services efficiently
- Coordinate with programme teams and SNEHA design consultant to create social media posts on national and international landmark days and any other days, as required
- Support to programme teams to fine tune presentations, documents, reports, case studies as per SNEHA's branding guidelines and guidelines and build capacity of Documentation Officers for the same
- Coordination for data collection and collation for the production of the Annual Report and newsletters
- Website updates and SEO mapping in coordination with the website vendor
- Support and collate information for Awards Applications
- Any other work as required by Manager- Communications



OUTCOMES EXPECTED

- Ensure SNEHA's case stories and supporting visuals (photographs, videos etc) are in keeping with SNEHA's branding guidelines
- Ensure SNEHA's communication material such as images and videos, independently or in coordination with program teams, are updated regularly
- Ensure regular, planned social media campaigns based on SNEHA's programs, events, updates and on international and national landmark days
- Coordination with website vendor to ensure timely updates such as news articles, People page, Resources, etc.
- Consolidate social media and website analytics and plan campaigns based on these

EDUCATION QUALIFICATION REQUIRED FOR THIS POSITION

ESSENTIAL

- **A Bachelor's Degree in Mass Media or Mass Communications**
- **1-3 years of relevant work experience, with added experience in the social sector preferred**
- Keen interest to stay updated with latest social media trends
- Good command over spoken and written English and Hindi, and Marathi (preferred)
- Basic knowledge of photography and videos (shooting and editing)
- Working knowledge of Canva, Photoshop and InDesign preferred
- A background or interest in public health is preferred. Experience in advertising / PR would be an advantage

Desirable

- Achievement and growth mind set with an eagerness to take initiative
- Enjoys communication in all forms – written, oral and online
- Constantly learning and innovating
- Sound values and work ethics
- Believes in teamwork and collaboration

APPLICATIONS

Interested candidates can send their CVs via email to shikha.kotian@snehamumbai.org with Subject line: **(OPS-COMMUNICATION OFFICER-SANTACRUZ)**

